

ABSTRACT

At least one advertisement corresponding to plural pieces of attribute information relating to a user is registered in an automatic transaction apparatus and, in the course of various transactions utilizing the automatic transaction apparatus, the automatic transaction apparatus displays an advertisement corresponding to the attribute information of the user and issues a coupon corresponding to the advertisement. In this manner, it is possible to utilize the automatic transaction apparatus as an advertising medium. Especially, the automatic transaction apparatus can acquire the attribute information of the user based on information stored in a transaction medium such as a cash card and it is possible to advertise effectively focusing on a specific target by displaying an advertisement corresponding to the attribute information.